

Big Enough

Building a Business that Scales with Your Lifestyle



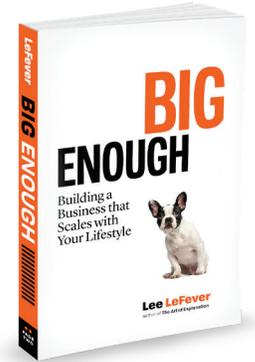
SUMMARY

An eye-opening antidote to the endless-growth mindset, *Big Enough* offers an alternative path to career success

In this illuminating book, entrepreneur Lee LeFever gives an inside view of building a scalable, product-focused business—while never compromising on quality of life. Lee and his wife, Sachi, responded to the promise of the internet by building a home-based business, Common Craft, that was profitable yet small enough to pivot and innovate.

Lee takes you through the multiple business models they pursued—marketplace, digital product licensing, subscription services, distribution partnerships, and more—and offers his best tips for how you, too, can build a lightweight business that supports a life you love.

A must-read for anyone interested in entrepreneurship, business strategy, and e-commerce, *Big Enough* arms you with insights into how technology and innovation are changing the face of business—and how the science of happiness and the pursuit of values can help redefine what it means to be successful.



KEY TAKEAWAYS

- Understand why small and resilient businesses are becoming more attractive to many entrepreneurs.
- Learn to use constraints to focus your business strategy.
- Explore multiple, real-world examples of business models for small organizations
- Build a more sustainable business by making quality of life a shareholder value
- Scale your income by putting intellectual property to work
- Partner with the competition to grow your niche
- Discover the power in saying “no” to protect your time and lifestyle
- Become agile and responsive by remaining a small company

QUESTIONS YOUR AUDIENCE MIGHT HAVE:

- What led you to write this book?
- How do the lessons and principles in your book specifically relate to entrepreneurship in the time of COVID?
- Why do you encourage your readers to “think small”?
- What are some of the biggest mistakes entrepreneurs make when starting out?

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